

A SYSTEM AND METHOD FOR INTELLIGENT TRANSCODING

ABSTRACT

A system and method for intelligent transcoding: A user is enabled to select a media item that the user desires to have played on a particular rendering device on a network. The media item is then requested from a service provider. Upon receiving the media item, it is determined whether the media item needs intelligent transcoding to be played on the particular rendering device. If the media item needs intelligent transcoding, then the media item is intelligently transcoded. Intelligent transcoding includes one or more of transcoding, transcaling, transrating, transformatting, and transcribing. The media item is then streamed to the particular rendering device.